

## **Historic, Archive Document**

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To all lovers of  
**BEAUTIFUL  
HOUSE PLANTS**

...something thrillingly

**NEW!**

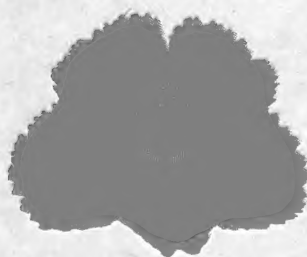
An Unretouched Actual Color Photograph

**FLAME VIOLET** (*Episcia Coccinea*) is truly the "most beautiful house plant in all the world". Grows and looks like an African Violet. In fact, it's a close cousin of the African Violets and by long odds the brightest member of the family!

**NOW!** Be one of the first to own the gorgeous, **NEW SCARLET FLAME VIOLET**

**FLAME VIOLET** probably has the most gorgeous leaves of any known house plant. They are broad, very thick and plush-like. And every leaf is deep bronze with veining of emerald green.

**Exciting, Vivid Colors--Easy to Grow, Too!**



Actual Size . . .

Each delicately fringed petal is a brilliant scarlet . . . a **FLAMING RED**. These exquisite flowers make a striking contrast to the rich bronze and green foliage.

"More beautiful than African Violet"—that's the only way we can describe **FLAME VIOLET**. It's new—a *different* house plant whose *bright bold* colors will add a touch of beauty to any room in your home.

The flowers are a brilliant scarlet—a true *flaming red*! In vivid contrast are the rich bronze leaves with their veins of emerald green. And every leaf is broad, very thick and looks like soft, plush velvet.

So beautiful is Flame Violet that even without its flaming red flowers it's a house plant you'll cherish

and admire! Your friends will love it, too!

Flame Violet is easy to grow. Just give it the same care you give African Violets. Wants plenty of warmth and light but no direct sunshine.

Every Gurney Flame Violet is shipped fresh and vigorous out of 2½" pots . . . direct-by-mail from our producing greenhouses. *You cannot buy Flame Violet from local dealers!* Use the handy coupon below and order your Flame Violet today! Satisfaction guaranteed or your money cheerfully refunded.

**SPECIAL OFFER**

**Money Back Guarantee**

We consider Flame Violet a real discovery and are happy to offer it to you. Clip and mail the Handy Order coupon, today! If you don't agree that Flame Violet is everything we say it is—return the plant and we'll refund your money, immediately.

**GURNEY Seed & Nursery Co.**

331 Page Street, Yankton, So. Dakota

Please send me, postpaid, together with complete cultural instructions, the offer I've checked—guaranteed! I'm enclosing ☐ check, ☐ money order.

No. 2N291F ☐ 1 Flame Violet, \$1.98  
☐ 3 Flame Violets, \$5.40

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